

# Comparisons of Job Characteristics

**Focus Occupation:** General and Operations Managers (11-1021)

**Associated Occupation:** Marketing Managers (11-2021)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

## Knowledge

Similarity of Focus Occupation to Associated Occupation: 67

**Focus Occupation:** General and Operations Managers (11-1021)

**Associated Occupation:** Marketing Managers (11-2021)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	21.5	10.5	<<	Extensive education and/or training may be required
Customer and Personal Service	11.3	18.3	16.4	<	Expanded education and/or training may be required
English Language	11.2	16.6	10.2	<<	Extensive education and/or training may be required
Administration and Management	8.4	13.9	17.3	>>	Current knowledge level is likely more than sufficient
Communications and Media	5.3	12.1	5.9	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	9.5	15.2	>>	Current knowledge level is likely more than sufficient
Economics and Accounting	4.4	7.9	13.0	>>	Current knowledge level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Skills

Similarity of Focus Occupation to Associated Occupation: 93

**Focus Occupation:** General and Operations Managers (11-1021)

**Associated Occupation:** Marketing Managers (11-2021)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Critical Thinking	10.8	14.1	12.9	0	Current skill level may be sufficient
Persuasion	7.4	13.3	10.5	<	A higher skill level may be required
Social Perceptiveness	9.1	13.0	11.5	<	A higher skill level may be required
Monitoring	9.9	12.8	12.5	0	Current skill level may be sufficient

Judgment and Decision Making	9.4	12.3	10.8	<	A higher skill level may be required
Coordination	9.1	11.6	12.3	0	Current skill level may be sufficient
Operations Analysis	5.0	11.6	10.1	<	A higher skill level may be required
Management of Personnel Resources	6.9	11.5	10.7	0	Current skill level may be sufficient
Negotiation	6.8	11.0	10.8	0	Current skill level may be sufficient
Systems Evaluation	6.4	10.8	9.2	<	A higher skill level may be required
Systems Analysis	6.5	10.1	9.4	0	Current skill level may be sufficient
Management of Financial Resources	3.3	9.6	8.1	<	A higher skill level may be required
Management of Material Resources	3.7	6.5	9.2	>>	Skill level is likely more than sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 91			
Focus Occupation: General and Operations Managers (11-1021) Associated Occupation: Marketing Managers (11-2021)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Comprehension	12.5	15.0	13.9	0	Current ability level may be sufficient
Deductive Reasoning	10.6	14.1	11.8	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	13.3	9.8	<<	Extensive improvement in abilities may be required
Written Expression	9.8	13.0	13.2	0	Current ability level may be sufficient
Speech Recognition	9.9	12.5	11.0	<	Some improvement in abilities may be required
Originality	7.6	12.3	9.6	<	Some improvement in abilities may be required
Category Flexibility	9.0	10.7	8.6	<	Some improvement in abilities may be required
Number Facility	6.3	8.9	6.2	<<	Extensive improvement in abilities may be required
Memorization	5.6	7.3	5.1	<<	Extensive improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 91
Focus Occupation: General and Operations Managers (11-1021) Associated Occupation: Marketing Managers (11-2021)		

Work Activities	Exclusivity of Activity
Analyze sales activities or trends	74
Assign work to staff or employees	30
Conduct or attend staff meetings	47
Confer with other departmental heads to coordinate activities	61
Develop marketing strategy	89
Develop pricing strategy	89
Direct and coordinate activities of workers or staff	3
Estimate product demand	92
Evaluate performance of employees or contract personnel	54
Hire, discharge, transfer, or promote workers	47
Oversee execution of organizational or program policies	49
Provide customer service	14

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.

## Tools and Technologies that Both Occupations Have in Common

Similarity of Focus  
Occupation to Associated  
Occupation: 84

**Focus Occupation: General and Operations Managers (11-1021)**

**Associated Occupation: Marketing Managers (11-2021)**

Tools and Technologies	Exclusivity
Business function specific software	1
Computer data input devices	2
Computers	1
Content authoring and editing software	1
Data management and query software	1
Duplicating machines	6
Finance accounting and enterprise resource planning ERP software	2
Industry specific software	1
Information exchange software	1
Network applications software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O\*NET (Occupation Information Network) data.